

Approved X

**Public Awareness Subcommittee
Meeting Minutes**

Wednesday, February 27, 2013

Convened at 10:00 AM

Members Present: Josiane Martinez, Brian Heffron, Franklin Soult, Lurena Lee, Heather Rowe, Melissa Butts

Staff Present: Alicia Pradas-Monne, Samuel Tsoi

Guest: Nicholas Leisey, USA Fund for UNICEF

Approval of minutes

- December 3, 2012
- October 31, 2012

Motion by Josiane Martinez, seconded by Heather Rowe – approved with no changes

UNICEF Presentation (Exhibits used: PowerPoint, Packet of sample factsheets, posters and educational materials)

- UNICEF – Child Protection is the ultimate goal and central mission
 - Systems strengthening (lawyers, social workers, trainers, educators, financial professionals)
 - Social determinants of wellbeing
- End Trafficking Campaign
 - “Believe in Zero” [Child trafficking victims]
 - Raise awareness, ignite advocacy and inspire action (and collaborate with local anti-trafficking groups and efforts)
 - Campaign is not a competition
 - Action steps include – driving people to hotline, advocacy for TVPRA, create local chapters and college/school campus groups
 - Ads displayed in local malls (some donated, some paid)
 - Press-pitches generated many hits (via PSAs, celebrity ambassadors such as Angie Harmon and Ashley Judd)
 - Education – curriculum established for middle and high schools that matches national common core standards
 - “Not My Life” documentary (4 years spent in production) – dozens of screenings in the Boston area since launch, includes panel discussion with local child protection professionals, anti-trafficking advocates and academia. Awareness study reveals
 - Materials available: fact-sheets, film and discussion guides and surveys, PSAs, information toolkits, posters, awareness study (terminology, association with domestic issues, illegal immigration, and other related

issues such as poverty, drug trafficking, children in need, etc.)

Update from Victims Services Subcommittee Meeting

- Members who visited Victim Services Subcommittee on 2/25: Lurena Lee, Linda Brown, Samuel Tsoi
- Overall, Victims Services Subcommittee members resonated well with the community-driven approaches of the campaigns from secondary research, the potential of working with strategic partners/national campaigns, and the websites that show real stories and data.
- Important points/questions raised were the following:
 - Avoid the human trafficking buzz-words that over-simplify the issues as merely “rescuing” victims, especially when it comes to domestic adult victims who have been victimized long-term (instead, educate folks about comprehensive exit programs/services).
 - Be aware of the multiple interests and needs of service providers, how language/overarching campaign affect the dynamics. Ultimately, members agreed we have to start somewhere even as we are cognizant of the specific needs of particular groups of victims.
 - Should we look into using MOVA’s website as a platform/host?
 - Identify ways how we can engage the public in a clear and concrete call to action (donate \$ to specific services, offer MBTA passes or gift cards, pro-bono legal services, fundraising opportunities such as micro-giving online).
 - How can we integrate potential giving to the Trust Fund – should we?
 - How to anticipate the increased volume of calls (suggest legislature to fund more responders) especially if we are posting the Polaris Hotline.
 - Assess timing of service provider’s needs, legislative milestones, or major public events/holidays.
 - Future public awareness strategy can help victims service organizations generate data that shows numbers of calls increased to illustrate the case for more funding and capacity building among service providers.
 - Content should try to address long-held assumptions, and be as inclusive as possible (i.e. gender distribution about sex-trafficking/labor trafficking, “prostitution” vs. “sex work”, association with “illegal immigration”).
 - Audrey offered gift cards for her constituents to conduct focus groups.
 - Many members offered to help with in-depth interviews.

Review of Draft Recommendations (Exhibits used: Printed Draft Policy Recommendations and Secondary Research Summary)

- Additions to draft:
 - Issue an RFP – to elicit pro-bono services from agencies to develop branded campaign, negotiate media inventory and costs of media spots (BH)
 - Create outreach campaign for the grassroots community to reach individuals who are not reached through media (JM)
 - Celebrity endorsement, leverage State House events and networks (BH)
 - Spell out recommendations by adding examples and describing best practices when available (APM)

- Estimate cost for each recommendation (Demonstrate difference in funding and show range of costs)
- Other suggestions
 - Methods from previous efforts, such as suicide prevention stakeholder events and awards (LL)
 - Attach sample media costs, such as print ads, web banners, transit posters, etc. (BH)
 - Show baseline campaign (no to low cost), medium cost, and high cost campaigns
 - Discuss and establish a call to action for a public awareness campaign (i.e. call hotline, referral of services; donate to services, education, etc. (ST)
 - Edit bullet on State Contracts to suggest public awareness opportunities instead of a direct legislative advocacy ask (BH)
 - Encourage blog posts from relevant state agencies to raise awareness in respective stakeholders (ST)
- Approval of draft and incorporation of suggestions (Motioned by JM, seconded by HR)
- Next steps
 - Sam to turn document into a PowerPoint template with incorporated suggestions, examples, and cost information
 - AGO to review and approve PowerPoint
 - Brian and Josiane to present on 3/18 and summarize feedback to subcommittee in April
 - Sam to schedule meeting in April to plan final steps

Additional items

- Outstanding questions:
 - TVPRA update on specific funding requests by the National Association of Attorneys General (NAAG) in November 2012
<http://www.mass.gov/ago/docs/press/naag-tvpa-letter.pdf>
 - Universal funding discussion at the Taskforce? How should the subcommittees discuss about policy recommendations and need for funding?

Upcoming Meetings

- Taskforce meeting on March 18, 2013, Brian and Josiane will be presenting to the group.
- Subcommittee Meeting to be scheduled via online poll for April

Motion to adjourn, Josiane Martinez – Frank Soultis Seconded.

Meeting Adjourned at 12:00AM